

SCOPE OF DUTIES STATEMENT

BUSINESS OUTREACH SPECIALIST

(EL PASO CONTRACT POSITION)

General Purpose:

The Business Outreach Specialist is responsible for assisting businesses in El Paso to remain and prosper in the area through a comprehensive business retention program, including the identification of key issues and trends affecting the local business community and resolution of such key issues and developing added value strategies. Business retention and expansion is a sales function that requires the fostering of long term, effective relationships with senior managers of the key companies in El Paso.

Within this program, the “customer” is defined in specific terms and includes companies in targeted business sectors that are creating jobs and wealth in the local trading area. The Business Outreach Specialist is a highly trained and motivated individual who will conduct on-site visits of private sector companies.

Essential Functions:

Activities include, but are not limited to, the following:

- Serve as a representative of the City of El Paso’s Business Retention and Expansion Program.
- Project positive and supportive image of City of El Paso
- Review and prioritize list of businesses to be visited
- Obtain prior considerable knowledge of the company to be visited
- Conduct personal meetings with company CEO, Plant Manager, or Senior Manager utilizing the survey tool and participate in conversation relevant to specific organization
- Establish and maintain working relationships with company officials
- Input information from survey into Executive Pulse database within 24 hours of the visit
- Use automated referral system to forward referrals (action items) to the appropriate service provider(s) within 24 hours of the visit
- Maintain good working relationships with service providers to ensure complete knowledge and understanding of the available services offered by each
- Provide assistance to others involved in the City’s retention program as needed
- Serve as point of contact for client
- Report regularly to Business Retention Manager on progress, issues, and opportunities
- Attend events as representative of Business First! Program and provide information on program

General Knowledge, Skills and Abilities:

- Proactive, self-starter with drive, determination and a positive attitude
- Ability to work with minimal supervision
- Goal oriented and results focused with high standards
- Excellent interpersonal, communication, phone and listening skills
- Ability to remain objective
- Prior private sector sales experience
- Good understanding of customer satisfaction principles and best practices
- Excellent writing, presentation, report, typing and computer skills
- Good knowledge of economic development principles and practices
- Thorough knowledge and genuine interest of local business community and various business entities
- Excellent time management and project management skills
- Ability to communicate clearly and concisely orally and in writing in English and some Spanish.

Minimum Qualifications:

Education and Experience: Equivalent to a combination of a Bachelor's degree in business or public administration, economics, finance or related field and three (3) years of professional business, economic, operational, marketing or financial analysis. Experience of working directly with businesses, business support agencies and public/private partnerships is essential. Previous experience in a business development role, either in public or private sector is desirable.

Work extended hours as necessary

Physical Effort and Work Environment: Daily driving through City traffic.

Licenses and Certificates: Texas Class "C" Driver's License or equivalent from another state.